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EARLY WINTER 2003

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Visit www.nhplantgrowers.org for additional calendar items.

December

8-12 Poinsettia Trials hosted by Pleasant View Gardens, Loudon, NH; contact 1-800-343-4784 for more information.

January

6, 7, 8 Tri-State Greenhouse IPM workshops; 6th—Augusta, Maine, 7th—UNH, and 8th—UVM. This year's special guests are Don Elliott, Applied Bionomics, BC, Canada and Wade Elmer, CT Agr. Exp. Station. The topic: "The Good, Bad, and Ugly 'Bugs' and How to Manage Them"; Registration deadline—Dec. 22, 2003. For information, contact Dr. Margaret Skinner, 802-656-5440.

7-9 Mid-Atlantic Nursery Trade Show (MANTS); Baltimore, MD; contact 401-296-6959

14 NHPGA Annual Winter Meeting; Sheraton Wayfarer Inn, Bedford, NH; For exhibitor information contact Ginny Hast; 603-225-0653 or nhpga@totalnetnh.net

22-25 ANLA's 2004 Management Clinic; Louisville, KY; contact 202-789-2900

February

5 NE Grows, Hynes Convention Center; Boston, MA; www.NEGrows.org

6-7 NH Farm & Forest Exposition; Center of NH—Holiday Inn, Manchester, NH

27-March 7 Second Annual Spring Flower & Garden Show; Sponsored by People, Places and Plants, '04 Theme: "A Summer Garden in Maine"; Scarborough Downs; Scarborough, ME; Contact: Paul Shampine 800-251-1784

March

6-7 Northeast Floral Expo at The Hastings Hotel, Hartford, CT; Contact Connecticut Florists Association at 800-352-6946

9 UCONN Garden Conference for Garden Enthusiast; Lewis B. Rome Commons on Storrs campus of University of Connecticut; Full day of speakers; for more information www.hort.uconn.edu/garden

10 Perennial Plant Conference for the Professional Horticulturist; Lewis B. Rome Commons on Storrs campus of University of Connecticut; Full day of speakers including Stephanie Cohen, Horticultural Consultant; Stanton Gill, IPM Nursery and Greenhouse Management Specialist; Paul Tukey editor of People, Places, and Plants; For more information www.hort.uconn.edu/garden

13-21 New England Spring Flower Show; Bayside Exposition and Executive Conference Center, Boston, MA; 2004 Theme "Deeply Rooted"; see www.masshort.org

April

11 Easter

21 Administrative Professionals Day

30-May 2 Daffodil Show; Tower Hill Botanic Garden; Bolyston, MA; 508-869-6111 x10

May

9 Mother's Day

July 2004

5-10 Perennial Plant Symposium & Trade Show; Grand Hyatt, New York City, New York; contact 614-771-8431 or ppa@perennialplant.org

August

4 NENA Show; Rhode Island

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Editor's Journal
Melissa Moore

On the cover:

Plectranthus 'Vanilla Twist' foreground at left; Stobilanthes 'Persian Shield' foreground at right; Coleus 'Gay's Delight' far right. A display bed of specialty annuals at Pleasant View Gardens Loudon, NH.

The Plantsman is published in early February, April, June, August, October, and December with copy deadlines on the first of each prior month. While camera-ready ads are preferred, set-up assistance is available at a nominal fee. Free classified advertising is offered as a member service. We will carry a short message (no artwork or logos) for one or two issues of *The Plantsman*.

	SIZE			PRICE	
	WIDTH	x	HEIGHT	6x	1x
1/8	3 1/2	x	2 1/4	150.	30.
1/4V	3 1/2	x	4 3/4	200.	40.
1/4H	7 3/8	x	2 1/4	200.	40.
1/2	7 3/8	x	4 3/4	300.	75.
FULL	7 3/8	x	9 13/16	500.	100.

For further information, please contact the editor: Melissa Moore, 845 Loudon Ridge Road, Loudon, N.H. 03307; phone 603-267-8492; e-mail, Moore@worldpath.net

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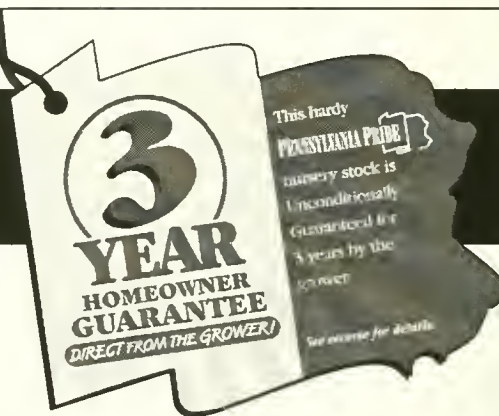
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The NHPGA Retail Directory

BY ROBERT DEMERS

DEAR FELLOW RETAILERS,

The NHPGA has produced a Retail Directory thanks to the help of a mini grant from the NH Department of Agriculture. Only NHPGA members are promoted in this directory. It is another NHPGA service designed to help your business grow.

The directory, which was prepared by a professional graphic designer, provides your potential customers with a number of ways to locate you. One of the easiest locator aids is the state map and corresponding lists. The state's five distinct regions are outlined and all business information is sorted by these regions and listed together. For example: when a homeowner receives the directory, the individual should first consult the map to determine what region he or she lives

in. Next the homeowner can turn to that section in the directory and find all the NHPGA retail members listed in alphabetical order.

The publication also includes a complete alphabetical list of all NHPGA retail members. In this section, we have the opportunity to include more specifics about your business. After your business name, current address and phone number, there is a description of your specialties and the services you offer. Brief directions to your place and your hours of operation are also listed here.

In the directory there is a small box under your listing. When the box is checked it indicates that your business participates in the discount coupon program. There are 4 coupons aimed at each of the 4 seasons. The idea of the coupons is to entice

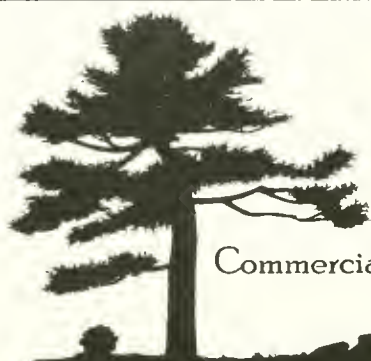
a new customer to your garden center and give a regular customer another reason to stop by and shop.

The directory will be handed out at NHPGA functions that involve the public such as The Farm and Forest Expo held each February in Manchester. You the retailer can give them out yourself if you are doing a function within your store or when you're doing a demonstration or talk away from your store. A lot of us do talks and demonstrations outside of our garden centers and this would be a nice tool to give to potential customers rather than just a business card, or flyer.

Contact a director or Virginia Hast with questions about obtaining a few copies to distribute. The NHPGA Retail Directory is a consumer friendly marketing tool with a lot of potential.

Advertiser's Directory

B.E. Supply	6	North Country Organics	16
Bench Top Flat Filler	16	Northeast Nursery	26
Bobcat of New Hampshire	4	Northern Nurseries Inc.	12
Carpenter's Olde English Greenhouse	8	O'Donal's Nurseries	16
Chas. Hart Seed. Co.	8	Pierson Nurseries Inc.	16
Concord Crop Center	14	Pleasant View Gardens	12
D.S. Cole Growers	4	Rimol Greenhouse Systems	Inside Back Cover
Davis Brook Farm	6	Rolling Green Nursery	5
Demers Garden Center	25	Scenic Nursery	5
Eaton Farms	2	Sherman Nursery	14
Garth Millet Auctions Inc.	25	Sibgo Tree Company	27
Gold Star Sod Farm & Nursery	20	Stewart's Nursery Inc.	20
Greenhouse Supply Inc.	26	Stratham Circle Nursery	2
Griffin Greenhouse & Nursery Supplies	10	Sylvan Nursery	5
Hortica	8	The Green Spot	Inside Front Cover
Jolly Gardenet	8	The Robert Baker Companies	22
Joseph Giannino Co.	26	Tuckahoe Turf Farms	10
Laughton's Nursery	15	Van Berkum Nursery	10
Liberty International Trucks	6	W.H. Milikowski	2
Millican Nurseries	6	Webber's Dublin Nursery	16
New England Nursery Sales	20	Western Maine Nurseries	14
Newton Greenhouse	26	Weston Nurseries, Inc.	4



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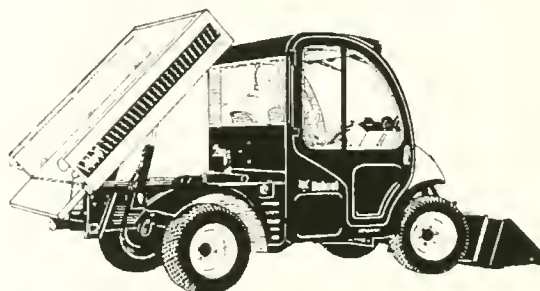
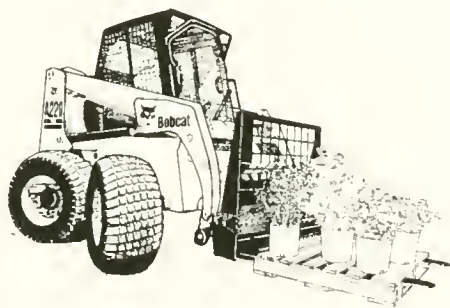


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Make Your Voice Heard

Lynne Hardy of Webster, NH who was an active member of the NHPGA Board of Directors made a career change over the summer. The Board is now actively seeking nominations to fill her seat. If you would like to recommend a colleague or yourself, please contact a director. Whether you use snail mail, email, fax, or instant messaging, get word to a director as soon as you can. A number of projects are under consideration and additional input is appreciated. Contact information for each director appears on the backpage of *The Plantsman*.

Involvement in the NHPGA offers a wide range of opportunities to put your skills to good use. The commitment involves just one meeting per month, (typically no meeting in May) some additional email correspondence, and helping hands offered at one of the larger association meetings.

Winter Meeting 2004

Plans are being finalized for a first-rate Winter Meeting to be held January 14, 2004. Eaton Farms of Leesports, PA is the 2004 key sponsor. This event is a popular educational conference centered at Bedford's Wayfarer Inn. A complete roster of speakers fill the day with industry updates and research trends.

During breaks, participants are encouraged to meet green industry contacts who are exhibiting their products and services throughout the day. Exhibitor space is available on a first come/first serve basis. Last year all exhibitor booths filled up quickly! Call 603-225-0653 to reserve a space.

Farm & Forest in the Queen City

February 6 & 7 are the dates for the 2004 Farm and Forest Exposition. NHPGA would like to offer one member an opportunity to highlight his/her operation at the NHPGA booth. NHPGA will pay the booth space and supply handouts including the "hot-off-the-press" retail directory. The participating business can decide the booth's theme, provide plants, and supply staff for the booth. Other association members may be available to man the booth if necessary.


This could be a great new opportunity just prior to the 2004 selling season. Many homeowners take in this winter expo to rediscover their greenthumb and browse through new landscaping ideas for spring and summer. A key role in the NHPGA booth at the Expo would shine the spotlight on the products and services your business offers.



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The New Hampshire Plant Growers' Association Board of Directors' Meeting

October 7, 2003

The meeting came to order at 6:55 P.M. The September meeting minutes were approved by John, seconded by Rick. The financial reports were approved by Rick, seconded by Ron.

Budget

Cathy unable to attend. Robert had sent slide projector cost information. Some discussion as to our timing with this purchase as so many speakers are now using Powerpoint. Ginny will contact Cathy to obtain her thoughts on this.

Executive Director's Report

Ginny had nothing special to report.

Plantsman

Melissa sent a comprehensive report which included: the new rate card, list of potential advertisers, upcoming publication dates, miscellaneous questions.

Programs

Brett reported on the Winter Meeting. We have a new keynote speaker, Bill Cullina, from the Garden in the Woods. His topic will be "Beyond Black-Eyed Susans, Exciting Native Perennials for Sun & Shade." Other slots are filled. Brett will contact the Fafard representative to firm up his topic. Discussion about exhibitor tables in the foyer followed. All agreed we could put several tables in the foyer to offer 20 spaces. An article about exhibitor opportunities has run in both *The Plantsman* and the NHLA newsletter and there are several exhibitors to date. Ginny will send an e-mail reminder to potential exhibitors.

Ginny and Brett will also work on a preliminary meeting budget.

Spring twilight meeting will be at Rolling Green Nursery. Summer meeting will be at Gold Star.

UNHCE

Cathy unable to attend.

Marketing

Ron has called all members with delinquent dues. Most were planning to rejoin.

New Board member discussion

The draft of the contractual agreement between UNHCE & NHPGA for *The Best Plants for New Hampshire* book was reviewed. One edit made which Ginny will share with Holly Young.

Board reviewed marketing plan from Andi Axman. Will use her for a big spring marketing blitz. If the book is ready for the holidays, we will do a press release in house using media source list from Holly Young.

Rick updated us on the poinsettia tree project. Rick toured the State House and feels the tree will be in an excellent spot to highlight the horticulture industry in NH. A press event will be planned to highlight the partnership with UNH, the horticulture industry and the NH legislature in supporting horticulture in the state, and to inform about the importance of the hort. industry in NH.

Ginny shared Robert's comments with regards to adding greenhouse technology to Farm & Forest this year. (Bob Rimol would have loved to participate, but will be at NE Grows). Ginny will check with Robert to see how he left this with Geoffrey Njue.

Retail Directory

The group reviewed the drafts of the covers and map page. Everyone approved. Ginny will leave for Robert's final review.

Legislative

George unable to attend. John said that not much is going on and continues to monitor. Rick clarified some of the timing dates for ISC recommendations to share at the NENA Leadership Meeting he is attending tomorrow.

NHHE

Ginny shared that only one grant application was received. Ginny will report on the NHHE's decision with regards to the grant request. John commented that in his past work with other industry groups, many researchers are looking for grants to carry their research over a period of a few years. Perhaps this is why the application numbers for the Endowment grant are dropping.

Open Items

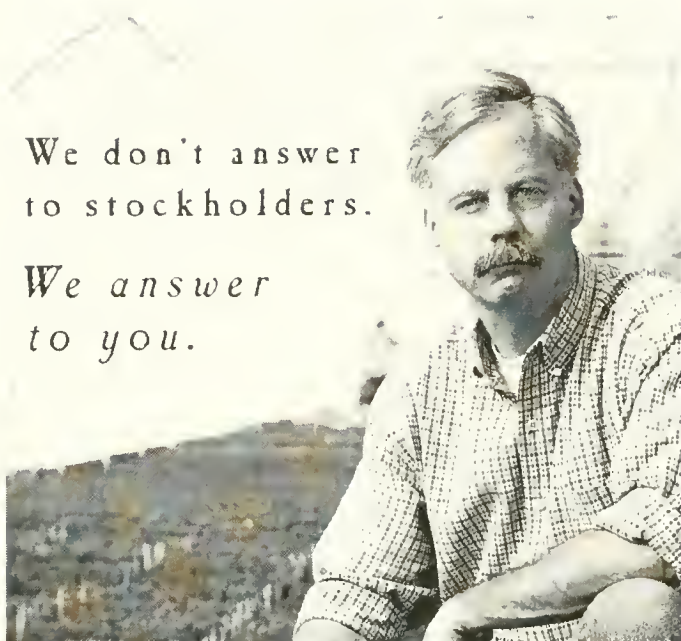
Ginny shared a thank you note from Jeff Huntington with regards to the NENA Summer Expo. Ginny shared a letter regarding the Farm Bureau Open House. John has attended this in the past and said it is not really necessary for us to exhibit.

Adjournment

The meeting adjourned at 8:15 P.M. The next meeting will be November 11, 2003 at 6:30 P.M. at Demers Garden Center. Present at this meeting were John, Rick, Ron, Brett and Ginny.

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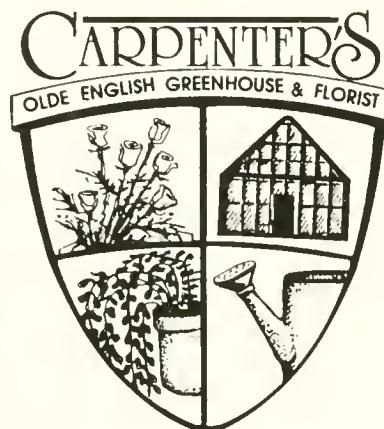


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NH Plant Growers' Association Quarterly Financial Report

7/1/03 Through 9/30/03

Balance checking account: 7/1/03:\$15,466.17

INCOME

Auction income	\$1,250.50
Book Order	2,527.27
Directory ads	650.00
Dues	5,650.00
Grants	2,000.00
Interest Inc	7.40
Meeting Sponsors	1,000.00
NH Hort Endowment	215.00
Other Inc, Bus	15.84
Plantsman ads	950.00
Retail Directory	150.00

Total Income\$14,416.01

EXPENSES

Bank Charge	7.00
Directory Printing	21.00
Directory-mailing	76.62
Dues and Subscriptions	97.00
Ex. Director travel	115.00
Ex. Director-commission	45.00
Ex. Director-salary	2,000.00
Insurance	356.00
Marketing garden book	444.12
Marketing General	119.00
Marketing-booth	210.00
Membership	32.99
Miscellaneous, Bus	20.00
NHHE	550.00
Office Postage	76.94
Office printing	88.24
Office supplies	198.85
Office-phone	217.19
Plantsman, Mailing	229.54
Plantsman, Printing	2,320.95
Plantsman, Design	495.00
Programs, Summer	69.94
Winter Meeting 04	500.00

Total Expenses (8,290.38)

OVERALL TOTAL.....6,125.63

Balance checking account: 9/30/03: \$21,591.80

Balance savings account: 7/1/03: \$8,802.01

Interest income..... \$ 15.64

Balance savings account: 9/30/038,817.65

Operating Balance as of 9/30/03:\$30,409.45

New Members

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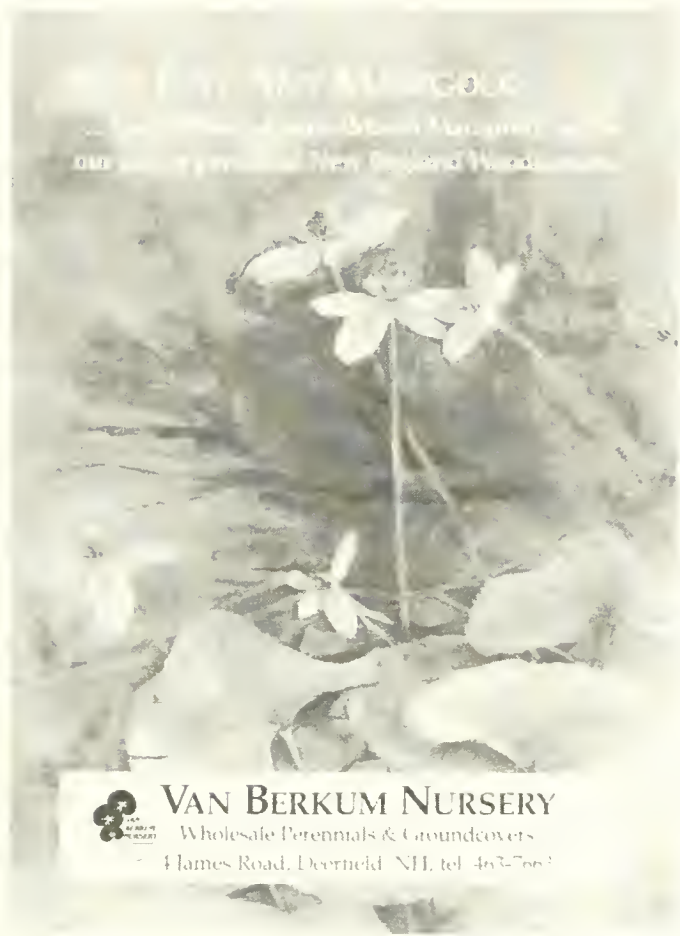
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A Friend is Remembered

A special dedication ceremony was held October 16, 2003 at Merrimack Valley Middle School's new greenhouse. The educational facility, named the Carl Woodward Memorial Greenhouse, will provide students in grade 6-8 with an opportunity to work with plants, conduct science experiments, and learn life-skills in economics, horticulture, and communications.

The greenhouse, supplied by Rimol Greenhouse Systems, Inc. of Hooksett, was purchased with funds donated by the MVMS PTO and private donations. The greenhouse, is a tribute to Woodward who was a longtime employee of the MVMS school district, prior to his death. A number of colleagues were on hand to offer remarks and thank all who volunteered their time and talents to build the educational facility. Two MVMS teachers will oversee student utilization of the greenhouse.

Nearly all the utilities are now in place including the electricity and plumbing. All that remains is a final hookup to make the heaters operational.

During the busy Summer!

NH is Represented Nationally:

At the July OFA Summer Meeting,

held July 16, Doug Cole was elected as treasurer of OFA. Based in Ohio, OFA is a national organization which supports floriculture professionals. New Hampshire is now well represented as Doug Cole and Henry Huntington both serve on its board of directors.

New Hampshire Research is First Class

On July 13, 2003 Paul Fisher received the Alex Laurie Award from OFA in Columbus, OH. Paul Fisher is an associate professor and extension specialist at UNH in Durham. Paul received this award with his graduate student Jeremy Bisko and his colleague Bill Argo of the Blackmore Co. for outstanding research in horticulture. His research was published in HortScience. Paul Fisher's research is valued by today's grower.

NHPGA Auction Raises Money for NHPGA Scholarship Awards

Thanks to generous donors and bidders, the NHPGA auction raised over \$1000 dollars for their 2003 scholarship awards. The auction was held at the NENA Summer Expo at Pleasant View Gardens in Loudon, NH.

The following is a list of the generous donors who made the auction successful:

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The 2003 NHPGA Scholarships will be awarded at the 2004 Joint NHPGA/NHLA Winter Meeting on January 14, 2004.

The Good, Bad, and Ugly "Bugs" and How to Manage Them

Tri-State Greenhouse IPM workshops will be held January 6 (Maine), 7 (UNH), and 8 (UVM). The topic: "The Good, Bad, and Ugly 'Bugs' and How to Manage Them."

Cost: \$45.00

Recert. credits: hopefully 6.

Deadline: Dec 22, 2003

Questions: Dr. Margaret Skinner, 802-656-5440.

This year's special guests are Don Elliott, Applied Bionomics, BC, Canada and Wade Elmer, CT Agr. Exp. Station.

No registration at the door. Sign up now, these sessions fill up.

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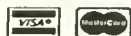
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New England Grows

New England Grows will be held on February 5, 6 & 7, 2004 at the Hynes Convention Center in Boston, MA. Since the show's inception in 1993, NENA has been a proud sponsor of this important event that has grown to become one of North America's premier green industry trade shows.

New England Grows is the conference that's targeted just for you. Practical educational sessions, an extensive marketplace, and powerful peer interaction provide the tools and information you need to get business done.

The New England Grows registration pass allows full admission to the educational conference and marketplace any time during the 3-day event—all for one low fee of \$25.00 per person before January 15, 2004 and \$35.00 thereafter.

Another terrific feature of the conference is the ability to register on-line. Make www.NEGrows.org your one-stop for New England Grows planning. This comprehensive site will help you effectively plan your visit with direct access to:

- Easy on-line registration information
- Extensive directory of exhibitors
- Up-to-the-minute educational conference information
- Useful speakers directory
- Detailed directions and parking information

The focus of the New England Grows conference is its outstanding educational programs. This year is no exception. Speakers from the Northeast Region, New York, the Mid-Atlantic States, and from

around the country will share their expertise in 60 minute or 90 minute seminars. Production topics receiving a close examination include irrigation and planning for a water shortage, defining and dealing with invasives, disease control, and recommended techniques for dealing with wildlife and rodent damage in plants.

If you're looking for new ideas to use in landscapes, borders, or containers, you'll find the schedule provides a number of opportunities to hear from creative plant people. Additional seminar topics include labor topics, new trees for the Northeast, and more.

For more information contact New England Grows at 508-653-3009; Fax 508-653-4112; email NEGrows@aol.com or via the web at www.NEGrows.org

Credit: New England Newline, Fall 2003

UMASS Extension Offers Workshops

The Realities of Organic Lawn and Landscape Care

UMass Extension's Landscape, Nursery, Urban Forestry and Turf Programs are sponsoring a workshop series called "The Realities of Organic Lawn and Landscape Care." Green industry professionals are expected to meet an increased demand for organic and low impact lawn and landscape care. This eight session series will provide landscapers, lawn care operators, and grounds managers with the knowledge needed to provide healthy, functional, and environmentally responsible lawns and landscapes. Green industry practitioners and their customers should know what to expect from an organic program; what works and what doesn't; what information is

based on research and what is anecdotal; and what the long and short term impacts of an organic program may be.

The cost is \$90/workshop or \$500 for the entire series. Location is the UMass Amherst campus unless otherwise noted. The following workshops will be offered:

January 21—Current Trends in Insect, Disease and Weed Management in Woody Ornamentals

March 10—Current Trends in Turf Insect and Disease Management

March 26—Renovation and Establishment of Lawns and Other Turf Areas and Weed Management in Turf

May 7—On-Site Planting and Pruning Demonstration (Hopkinton, MA)

May 25—Scouting for Turf Insects and Weed Identification (Waltham, MA)

June 3, 10, 24—Scouting for Pests and Problems of Turf and Woody Ornamentals (choose from Bridgewater, Hathorne, or South Hadley)

For workshop descriptions, information on pesticide and association credits, and a printable registration form, visit: <http://www.umassgreeninfo.org/upcoming.html>

For additional information, call (413) 545-0895; UMass Extension's Landscape, Nursery and Urban Forestry Program; French Hall; 230 Stockbridge Rd. Amherst, MA 01003-2910 Tel. (413) 545-0895 Fax. (413) 577-1620 www.UMassGreenInfo.org

Credit: UMass Extension News Release

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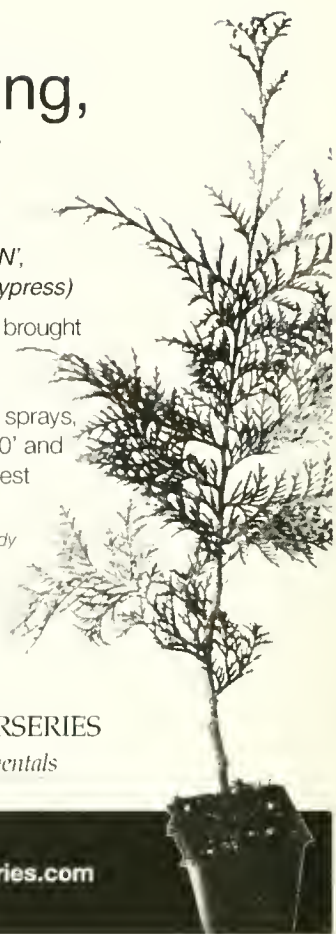


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NENA Expo August 4

The NENA Expo heads south next summer with its Expo set for August 4 in Rhode Island. Watch future announcements for program details, directions, and registration information.

UCONN Hosts Perennial Plant Conference

A one-day conference for the professional horticulturist will be held at the Lewis B. Rome Commons on the Storrs campus of the University of Connecticut. Featured speakers will include: Stephanie Cohen, Horticultural Consultant; Dale Hendricks from North Creek Nurseries, Inc.; Stanton Gill, IPM Nursery and Greenhouse Management Specialist and co-author of *Pests and Diseases of Herbaceous Perennials* and the Biological Approach; Paul J. Tukey, editor of *People, Places, and Plants* magazine; Jennifer Brennan from Chalet Nursery and Garden Shop; Dr. Charles Powell, Plant Health Advisory Services, Inc. and co-author of the *Ball Pest and Disease Manual*; Larry Weaner from L. Weaner Associates.

Details on the program will be posted on the web site at www.hort.uconn.edu/ppc/

Credit: UCONN News Release, Oct. 2003

IPM For Perennials

Two Extension Specialists at UCONN and UMass have teamed up to publish a new manual on IPM for Herbaceous Perennials. The 42 page publication, produced in 2003, features 85 color photos, 6 tables containing scouting guidelines and a range of IPM recommendations for pest management practices. The authors review many key insects and their life cycles and well as effective monitoring techniques. A portion of the text describes biological controls and selected crop protection products that are labeled for use on herbaceous perennials grown in New England.

The authors, Leanne Pundt at UCONN, and Tina Smith at UMass, have prepared an important resource that is now available to growers for just \$15.00. To order the IPM/Herbaceous Perennial Handbook send payment to the Office of Communications & Information Technology, 1376 Storrs Rd, Unit 4035, University of Connecticut, Storrs, CT 06269-4035 or or-

der by phone at 860-486-3336. The \$15.00 fee includes shipping and handling.

Credit: UCONN News Release Oct 2003

2004 UMass Garden Calendar

The theme for this year's UMass Garden Calendar is Garden Questions and Answers. The calendar addresses specific garden questions that have been frequently asked of Extension staff over the years. Each month features a garden question and answer accompanied by beautiful color photos. As always, the UMass Extension Garden Calendar offers daily gardening tips, 2004 Flower Show dates, sunrise/sunset times, and phases of the moon. To order send \$11.00 payable to UMass Extension Bookstore, Draper Hall, 40 Campus Center Way, Amherst, MA 01003-9244. Bulk orders are available for orders of 10 or more to one address: 10-50 copies (\$7.00 each), more than 50 copies (\$6.00 each), plus shipping and handling. For more information go to www.umassgardencalendar.org or call 413-545-0895

Credit: Garden Clippings, Vol. 23 No. 7



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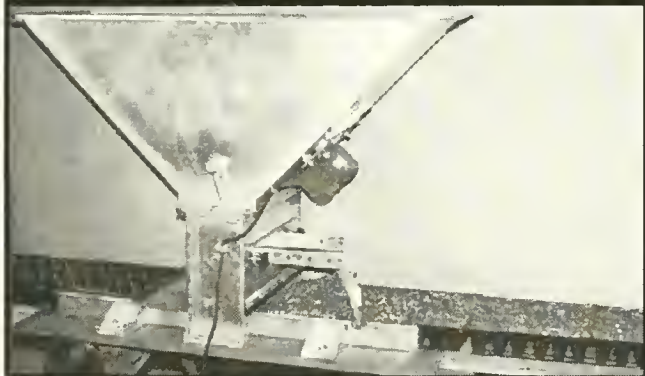
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2004 All-American Selections

The 2004 All America Selections were announced in September. Three floral varieties and two bedding plants captured these prestigious awards. Forecasters are likely to be right on the money with their predictions for 'Fresh Look Red' and 'Fresh Look Yellow'. These two *Celosia Plumosa* varieties are ready to sell like hotcakes for you in your garden center next spring. They perform true to habit with fresh new plumes covering up old plumes eliminating the need for deadheading. They are eye-catching in color and care-free to grow. Two features that add up to homeowner success.

***Celosia plumosa* 'Fresh Look Yellow' Flower Award Winner**

'Fresh Look Yellow' offers season-long garden color with minimal care. The golden yellow plumes are produced in abundance, at times covering the plant. The central plume can be 9 inches tall and 6 inches wide. 'Fresh Look Yellow' grows numerous side shoots, which cover mature blooms, eliminating the need for deadheading. When grown in a full sun garden, 'Fresh Look Yellow' attains a height of about 12 to 17 inches and spreads 12 to 15 inches. Plants exhibit heat, humidity and severe weather tolerance. Like all *Celosia plumosa*, flowers can be cut for arrangements or dried as an everlasting bouquet. 'Fresh Look Yellow' is perfect for busy gardeners who want summer-long flower color on carefree plants.

'Celosia plumosa' Fresh Look Red' GOLD MEDAL Flower Award Winner

'Fresh Look Red' performs like a fresh floral arrangement all summer. Thriving in the summer heat and humidity with drought or rainy conditions, 'Fresh Look Red' decorates a garden or patio container with rosy red plumes. It won the coveted Gold Medal for its consistent performance with minimal maintenance and pest-free growth. 'Fresh Look Red' covers



up spent plumes by producing new foliage and blooms. The plant always looks fresh, needing no grooming. When grown in the full sun, 'Fresh Look Red' plants mature at 12 to 18 inches tall and spread 12 to 20 inches. The central plume can be 8 to 10 inches tall and 5 inches wide. Like all *Celosia plumosa*, the flowers can be cut and dried for everlasting homemade bouquets.

Hollyhock 'Queeny Purple' Flower Award Winner

'Queeny Purple' is the shortest *Alcea rosea* and the first purple hollyhock available as a single color not part of a mixture. These unique traits combined with season-long flower color resulted in 'Queeny Purple' winning an AAS Award. The frilly edged blooms are a "powder puff" type having a cushion center. They measure 3 to 4 inches and are produced abundantly on the compact branching plants. 'Queeny Purple' plants will reach a mature height of 20 to 30 inches, perfect for smaller space gardens. 'Queeny Purple' is an annual that will flower prolifically the first year from a February or March sowing.

Gypsophila 'Gypsy Deep Rose' Bedding Plant Award Winner

'Gypsy Deep Rose' is an annual *G. muralis* with dainty, rose-like blooms. This new variety showed several im-

provements over comparisons. The flower form is double and semi-double, it is a darker rose color and is a larger size, up to 3/8 of an inch. The plant produces a higher number of blooms over a longer flowering season. 'Gypsy Deep Rose' forms an enchanting mounded plant with a height of 8 to 10 inches, spreading 12 to 14 inches. This diminutive plant prefers full sun and adapts to container culture. 'Gypsy Deep Rose' is easily grown from seed or bedding plants. Plants require little maintenance. *Gypsophila* is often associated with weddings because of their use in bridal bouquets.

Petunia F1 'Limbo Violet' Bedding Plant Award Winner

'Limbo Violet' differs from all other single grandiflora petunias as a unique combination of large flowers on a compact plant. The habit is restricted. 'Limbo Violet' plants become mounds which, at times, are completely covered with blossoms. The ultimate plant size is only 6 to 7 inches tall, spreading 10 to 12 inches. 'Limbo Violet' is designed for small space gardens such as urban residences or formal gardens requiring neat, tidy plants. The dark violet blooms are perfect for gardeners who know "larger is better." At 3 inches or larger, 'Limbo Violet' blooms are huge but recover quickly from severe weather. Plants are virtually maintenance-free, no pinching needed.

The Vegetable Winners include:

'Sweet Beauty' Watermelon

'Amy' Melon

'Sunshine' Winter Squash

The 2004 AAS Winners all underwent close examination by a network of independent judges across the U.S. Each entry was given a score ranging from zero to five. The entry with the highest average scores were considered for the AAS Award. Each of the All-American Selections Winners has demonstrated exceptional garden performance.

Plantsman Editor Journal:

BY MELISSA MOORE

AUGUST 6: I drove five miles from my home and took part in the NENA Summer Expo 2003, co-sponsored by NHPGA and hosted by the Huntington Family. Pleasant Street in Loudon is a route I travel regularly. I had been watching the creation of the display gardens since the growing season arrived. I was anxious to see them at their peak. With my reliable Nikon 5005, (now obsolete, but still an old friend) and notebook in hand, I started my garden stroll. I was thinking about my need for floral pictures through the upcoming winter so I was working intently on capturing the plants at their best. As I worked, I recorded plant variety names and was drawing little maps in my notebook trying to keep my notes accurate. By my second roll of film, I realized my efforts were redundant.

I had picked up a handbook when I entered the display area assuming it was a catalog. At this point, when I consulted it to check the spelling on a plant variety I realized it contained everything I needed to identify the plants throughout the entire display area. Then I was thankful to have in my hands such a useful tool. This Display Garden Directory prepared by the Pleasant View Gardens staff certainly took many hours to produce, but it is extremely valuable. To be able to walk right up to the plant, identify its color and variety, and see it in bloom is an tremendous educational experience. Together the directory and display gardens combine to provide prospective buyers and garden enthusiasts with valuable resources. Add to this the information that can be accessed through the Proven Winners website, and

potential customers have many options for gaining information about the inventory at Pleasant View Gardens.

THE POWER OF DISPLAY GARDENS:

After spending some time strolling through the display gardens, I have discovered the wonder of the new Coleus varieties. I have subsequently promoted Coleus varieties with every friend I know who loves to garden. I tell them, 'Next year, it's Coleus. You fill containers with them, and their foliage makes a stunning display.' This is a complete surprise to me, because the last time I looked closely there were only about two or three Coleus varieties offered to consumers. I've been reading my gardening magazines, green house trade publications, and green industry news releases, but I missed this



A sample of the numerous display gardens at Pleasant View Gardens.
A handbook helped identify all plants featured in the beds, window boxes, containers, or gardens.

new trend. Where did all these varieties, colors, and textures come from? The new Coleus varieties have names like Texas Parking Lot, Gay's Delight, and Religious Radish. They are beautiful!

In a recent press release written by Leonard Perry at UVM, I found some answers. A majority of these new varieties have been propagated vegetatively, rather than grown from seed. This technique has opened up many new choices for growers. Everyone benefits as they are stunning and thrive in containers, window boxes, or garden beds.

MONOCHROMATIC GARDENS: REALLY?

With all the floral choices out there why limit yourself to a monochromatic garden? However once you get started, you can create a cluster that is very diverse due to the range of colors, different types of blooms, and foliage textures. A number of beds at Pleasant View Gardens proved how beautiful this gardening style can be. Persian Shield was popular with its purple hues, next to flowers with deep violet blooms, and smaller lavender buds.

Leonard Perry, UVM Extension Educator in his article "Creating A Monochromatic Garden" encouraged gardeners to give this style a try for a new twist. He writes, "While using massive displays of one color may seem to go against basic design principles, the overall visual impact may astound you."

MID-DAY SUN IS HOT

By the time I had taken two rolls of film, the mid-day heat was at a peak, and I decided to wander inside to the vendor display. When I caught up with a touring group everyone was gathered around the Davis Brook Farm display. I arrived just in time to see and hear Warren Leach ingest an edible daylily. (Imagine having to plan your booth to have enough for displays and enough for any that are eaten!) Leach, co-owner of Tranquil Lakes



Daylily Varieties Grown by Davis Brook Farm of Hancock, NH. Warren Leach of Tranquil Lake Nursery in Rehoboth, MA discussed daylilies and finished his discussion by eating one fresh bloom.

Nursery in Rehoboth, MA is a garden designer and popular lecturer. He offered praises for a wide number of products on display at the trade show.

The vendor trade show and Summer Expo program was a great success. Just prior to the show's opening, buckets of rain fell from the sky. The excess moisture saturated the fields, and threats of more bad weather, prompted the show organizers to adopt "Plan B". This option worked out just fine. The PVG warehouse was big enough to accommodate the people and their wares.



(L-R) John McPhail, owner of Gold Star Sod Farm & Nursery, Canterbury visits with Rob Johnson, Executive Director of NH Farm Bureau. John is chairman of the NHPGA Legislative Committee and Rob offers testimony at legislative hearings on green industry concerns.

NETWORKING:

John McPhail, NHPGA chairman of the Legislative Committee found Rob Johnson in the crowd. Johnson is the Executive Director for NH Farm Bureau and offers testimony at legislative hearings on green industry issues. NHPGA has established an email-tree to alert members of upcoming legislative issues. By staying in contact with Johnson, a state house lobbyist, NHPGA can avoid any legislative surprises!

GREAT IDEAS ON DISPLAY

Imperial Nurseries stopped traffic with their display of "Retail Ready" plants and customized benching. Their inventory is offered in branded pots identifying them as shade plants, or sun-loving plants. They are displayed accordingly and this value added feature helps retailers merchandize their inventory with a high level of success.

This was just one of the many innovative ideas on display at the NENA Summer Expo. Great ideas, labor saving devices, pottery, and more were present at the trade show. It was a full day with many opportunities to explore new ideas for plants!



(L-R) Kerry Higgins, Territory Manager for Imperial Nurseries and Tim Lomasney, Director of Business Development presented Imperial's "Retail Ready" inventory. Customized benching allows retailers to group and sell plants according to their preferred growth requirements.



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CHERYL SMITH

The 2003 growing season was an interesting period for plant diseases. Actually, it was rather exciting (& still is) from my point of view, but of course my point of view is a 'little different' than most of yours! WET would be the best descriptor for much of the season. This precipitation was the culprit for many of this year's prevailing problems.

Woody Ornamentals

Shade tree anthracnose was everywhere! Wet conditions prevailed during most of the early spring when leaves were expanding. This created the ideal conditions for not only anthracnose diseases, but a wide range of leaf spots as well. Anthracnose was common on maples, sycamore, ash, oak, and flowering dogwood. Apple scab was severe on susceptible crabapple cultivars, causing significant defoliation by late-July. Another prevalent leaf spot was black spot on rose.

So what should be done about all these foliar diseases before next year? Sanitation should be your primary focus this fall and winter. Where foliar diseases have been a problem, rake and remove as much of the foliage as possible after leaf drop, or use a mulching mower to reduce the particle size and speed degradation. Although removing infected leaves may not significantly reduce subsequent infections for some anthracnose diseases that also cause infection of the twigs (sycamore anthracnose), it is effective for most other foliar diseases. If particular trees or species have been problematic for a number of seasons (minus the drought years), you may want to consider fungicides, especially if next spring is a repeat of this past one.

Monilinia (European) shoot blight was widespread on most ornamental Prunus species particularly flowering almonds and sand cherries. Although this disease has been present for the last six to eight years, it was particularly severe this year. Shoots killed earlier this year should be removed during dry weather and destroyed.

Protective fungicide sprays may be warranted next spring on nursery stock and valuable landscape specimens. Fungicides should be first applied when the blossoms open followed by a second application ten days later.

Tip blights and cankers are still very common on trees and shrubs that have been subject to drought stress and/or winter injury. Dieback due to canker fungi is evident on many hosts (juniper, pine, and oak). Several fungi are associated with these cankers and dieback. Many of the fungi are considered "opportunistic;" they attack trees and shrubs under stress, particularly previous drought stress. Prune dead shoots during dry weather and destroy them. Protect evergreens from winter desiccation by erecting wind-blocks.

Herbaceous Ornamentals

Annuals and perennials suffered from root rots and lots of foliar problems thanks to the wet conditions. Fungi that are favored by moist soil conditions caused most of the root rots. Pythium root rot was very common. The best control for most of the root rot diseases is to remove the symptomatic plants and destroy them (don't reuse pots if they were container-grown). In the case of field grown plants, include as much of the soil surrounding the roots as possible. Botrytis blight was a big problem on bedding plants during June. It was also a problem on other crops throughout July and August (especially where the plants were crowded). The best method for management of Botrytis is to improve the air circulation around the plantings or production area. Thinning plantings, increasing plant spacing, removing overhanging branches and locating production areas away from "dead air" areas will significantly reduce not only Botrytis but also powdery mildew.

Also worth noting is the fact that viruses were more prevalent this year, both in field- and greenhouse-grown

crops, than in recent years. It is important to remember that virus-infected plants can't be "cured." Any plants suspected of being infected with a virus should be destroyed (or isolated from the rest of the crop then destroyed if a virus is identified). Cuttings should not be taken from virus-infected plants.

Greenhouse sanitization between crops is an essential management practice. Be sure to thoroughly clean/sanitize your greenhouse before you begin a new crop. Major sanitation targets include eliminating weeds, dust, plant debris, clutter and pet plants. All surfaces should be sanitized with products such as Oxidate, Greenshield, or 10% bleach. Prevention is much easier than trying to correct a problem after it occurs!

Finally, SANITATION is the most important preventative measure. It has been a very favorable year for the development of diseases on nearly all plants. It is important to remove all plant debris at the end of the growing season, particularly diseased material, since it is often a source of infection the following season. Infected leaves should be removed and destroyed. Infected leaves should also be removed from broad-leaved evergreens, and dead shoots and twigs should be pruned from trees and shrubs prior to next spring (it helps to flag those shoots now so they can easily be seen later). Known diseased material should not be composted. Be sure to protect woody ornamentals against winter damage and desiccation. A little effort now can go a long way in preventing future problems.

If you wish to submit plant material to the PDL for diagnosis, send samples (with a check for \$15.00) to: The UNH Plant Diagnostic Lab, 241 Spaulding Hall—UNH, 38 College Rd., Durham, NH 03824. Samples should be accompanied by an identification form (available from your county Cooperative Extension office). Dr. Cheryl Smith is a UNH Extension Professor and the Plant Health Specialist.

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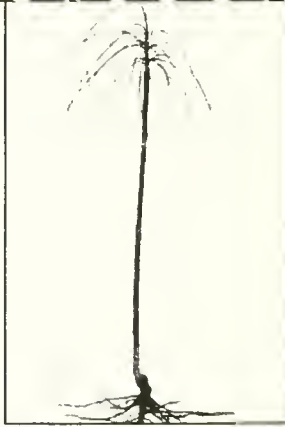
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Risk Management Planning

Risk Management, is a popular buzz phrase in business these days. In fact, many large companies have entire departments devoted to risk management planning. Risk management planning though, should not exist solely in the realm of large companies. Every company, regardless of size should have its own integrated risk management plan. This is especially true for agriculture, which tends to be one of the more high-risk business ventures.

Integrated Risk Management Planning: Risk Management is the process by which the management of a business identifies potential uncertain exposures that can have a negative impact on the business and develops strategies to manage these exposures. Many farm businesses deal with risk in an incomplete and passing manner. They buy some insurance, and hope for the best. While insurance and optimism are very important tools for dealing with risk, real risk management planning goes much farther. Risk management is really business planning, and any risk management plan should be integrated with the overall strategic and tactical plans of the business.

Risk management plans must be customized for each business. These plans should consider such things as risk tolerance, goals of the owners, planning horizon, financial ability of the business to absorb adverse events, etc. On a regular basis, the plan should be reviewed and adjusted periodically.

Integrated risk management planning involves three steps:

1. Identifying areas of risk exposure and taking steps to lessen the chances that unfavorable events may occur.

2. Developing contingency plans ahead of time to reduce the negative impact of unfavorable events.

3. Periodically reviewing and revising the plan to adjust to an ever changing business environment.

Seek Professional Help: A key to developing a useful risk management plan is assembling a team of experts to address specific areas of planning. This team may include consultants, insurance agents, attorneys, accountants, crop insurance agents, etc. Also consider hiring a consultant to function as the general contractor to help identify risk areas, develop mitigation and avoidance strategies, and bring in appropriate experts to address specific parts of the plan.

Examples of Risks in Agriculture: Many experts divide risk areas in agriculture into five primary risk areas. These include:

- **Production:** The variability of yields from factors such as weather, pest pressures, etc.
- **Marketing:** Risks associated with marketing your product include risks of price fluctuations, loss of markets, and the financial failure of businesses you sell your product to.
- **Financial:** May include such things as risk of loss of assets from a casualty, dramatic increases in operating costs, interest rates, or lack of available capital. Adequacy of liquidity and capital are areas of focus when dealing with financial risks.
- **Legal:** These risks can range from being sued for just about anything, fined and/or imprisoned for criminal violations.

- **Human Resource:** HR risk can arise from disputes with and claims of employees and the resulting lawsuits, and the death, disability or departure of the owner/operator or key employee.

Risk Management Planning Considerations

Risk tolerance and Financial Positioning: The foundation for risk management planning is determining your risk tolerance. How much risk you choose to hold or avoid is an important assumption to base your plan on. The financial position of your business is also a key consideration in your risk management planning. Do you have enough equity, or liquidity to survive negative changes to your business? Good risk management planning will consider how risky the industry is that you are operating in, and will tailor financial plans to maintain adequate capital and liquidity. How much risk you choose to hold will affect how you should position your business financially. Risky businesses, where the owner chooses to hold a good portion of risk should be stronger financially with much more liquidity. Think of building financial reserves as self-insurance.

Insurance: Insurance is a key tool in managing risk, and it basically involves paying someone else to hold a portion of your risk. Crop insurance is important for farmers, and should be tailored to your commodity. For nursery and greenhouse operations, crop risk may be lower on average than it is for fruit or field crop growers, but when a greenhouse loss occurs it is typically more concentrated, complete and costly. Crop insurance programs also offer ways to insure revenues and not just crop loss. Be

sure the proper beneficiaries are designated, and the proper eventualities are insured against, be it fire, flood, wind, insurable disease, etc. An appropriate amount of liability insurance is necessary to avoid financial loss from lawsuits. Pollution insurance is also very important for farms, and the limits of liability coverage for pollution issues should be understood. For small farm businesses, life insurance and disability insurance are critical since the death or disability of the operator could spell the end of the business. For all insurance, having honest and knowledgeable insurance agents is critical.

Production: Besides crop insurance, production-hedging strategies include longer term planning such as crop and varietal diversification, geographic field separation, etc., to lessen the chance of catastrophic losses from one event.

Marketing: Most businesses need a certain minimum price, above variable costs, to meet their financial obligations given their productive capacity. These facts can influence market strategy and choices, niche positioning of product lines, and consideration of competitive advantages. Shifting market preferences and the commoditization of many plant products presents a significant risk element to be managed within the green industries. Many agricultural commodities can minimize their price risk by hedging in the futures market. Although greenhouse & nursery growers can not hedge, see the sidebar for one example of how a grower can manage an element of his or her marketing risk.

Cost of Inputs: As far as changes in operating costs go, consider identifying and locking in major costs for your operation to avoid being hurt by dramatic changes in price. If the cost of debt capital is high for your business, consider fixing all or a portion of your interest rates on your loans. Consider pre-purchasing of fuel and fertilizer when prices are favorable. Opposite decisions on locking-in costs

can be equally valid for different operations, but the owner choosing to take the market risk (often to take advantage of perceived potential lower total costs) needs to recognize the potential impact on their bottom line and have the capacity to absorb that risk.

Legal Risks: The very way you structure your business, and the operating entity you choose (sole proprietorship, corporation, partnership or LLC) is important to minimizing your risk from lawsuits. How assets are owned is often more important than what type of entity is used. Proper accounting and meeting government "maintenance" requirements are also key to preserving any protection a legal entity may provide.

Human Resource Risks: Having job descriptions, and employee handbooks can limit exposure to suits by employees. Another key area is succession planning. If a key member of the business dies or leaves, can the business survive?

Final Words: The preceding list of risk areas is not meant to be an all-inclusive list of the risks that a farm business can face. Rather, the previous ideas are presented to get you thinking about how all-encompassing risk planning can be, and encourage you to develop your own integrated risk management plan. A good risk management plan is a key component of and should be integrated with the goals and strategic plans of the business. It should also be periodically reviewed and updated.

First Pioneer Farm Credit provides risk management consulting services to agricultural businesses. In doing so, our objective is to look at the total business to assist the owners in moving successfully through all three of the planning steps, and to help owners evaluate the implications of the decisions they choose. Contact First Pioneer for more information. The Bedford NH office can be reached at 800-825-3252.

Risk Planning Example: Concentration of Sale and Credit Risk

Some farmers sell their crop and sell it on credit terms to a small number of marketing outlets. These farms are said to have a high concentration of sales, and if the crops are sold on terms, credit risk. This is especially true for wholesale greenhouses targeting mass-market retailers.

Many farmers do not realize how large a risk this really is. Consider this example. Assume you own a \$2 million gross sales greenhouse, selling 50% of your finished material to two mass market retailers. If your payment terms are 60 days (sound familiar?), you have effectively shipped all of your material to the buyer before the 1st invoice is due. At that point you are financing their purchase of your crop. That's over a million dollars of unsecured credit you are granting to two buyers. What happens if the handler's business fails after your crop is sold and gone and before they pay you for it? What would be the impact to you if your largest customer could not pay for delivered product? How far do you need to look to find a grower who has had far too personal an experience with this issue?

If this scares you, it should. Experts advise that when selling crops on terms, you need to think like a banker. Ask yourself, would you lend your buyer \$500,000 with no collateral? A good risk management plan would include annual review of the financial ability of a buyer to pay you for your crop. Get your buyer's financial statements, and evaluate their financial ability to pay you for your crop. For publicly held buyers, the financials are readily available. In the case of a closely held corporation being your marketing outlet, consider requiring the personal guarantee of the company's owners for payment of your crop. For those selling food crops, knowledge of special protections offered farmers by the Perishable Agricultural Commodities Act of 1930 (PACA) against loss from non-payment of crop proceeds is important. These protections should be specifically referenced in your terms of sale. A food crop farmer should seek legal advice about PACA provisions in their marketing arrangements, since their marketing contract must contain special terms and language to afford the producer its protections.



Basil

(*ocimum basilicum*)

MADELINE PERRON

If I only had room for one herb in my garden, I would choose Basil hands down. The varieties are so numerous that a plot of land could have color, fragrance, and texture with basil as the main ingredient.

Basil is a tender annual, so seeds must be planted every spring and the soil temperature and overnight lows should be above 50 degrees Fahrenheit for it to thrive. Another great way to start basil is to winter it over in a pot on the window sill and take cuttings in the spring. This way if you have a unique variety that you want to propagate you'll be sure that the offspring will look and taste like their mother.

In Italy, basil is considered a sign of love. If a gentleman presents a sprig of basil to a young lady, legend has it that she will fall deeply in love with him and never leave him. That would work for me if he had a great spaghetti recipe to go with the sprig.

The varieties are endless, with Genovese being popular for making

pesto. Spicy globe is my favorite for drying, due to its small leaves and strong spicy taste. Purple ruffles and dark opal are great for adding color in the garden. Lettuce leaf basil with its large leaves is good in salads, sandwiches, or chopped on top of sliced tomatoes with olive oil. Other popular varieties include lemon, cinnamon, and Thai basil.

Thai Basil 'Siam Queen' was named a 1997 All-America Selections (AAS) winner. According to the AAS, 'Siam Queen' demonstrates an improved yield. Thai basil's flavor and fragrance are distinctly different. In many Thai dishes, Thai basil is added last, just prior to serving for its fragrance and flavor. 'Siam Queen' was bred in Thailand from local basil species. It took numerous generations of plants, selecting for improved qualities to breed.

Two additional basil varieties are harvested for home use. Camphor basil is used as an insect repellent. Holy Basil is can be found in teas, fruit dishes and potpourri.

The fact that basil is part of the mint family, explains its ability to help curb indigestion. A cup of basil tea works quite like mint tea to aid in digestion after a meal.

It also has a sedative effect that helps with nervous headaches and anxiety.

In the kitchen I always have dried spicy globe basil available for salads and sauces. The pesto that I freeze in ice cube trays and pop into zip-loc bags are used in spaghetti sauce during the winter months. Fresh basil also has a place of honor in a pot by my doorstep to be readily available to snip and chop over tomatoes in the summer.

The clovy, anise-like peppery taste of basil should always be available for cooking, especially for Italian dishes. Its certainly a favorite in this house, and deserves to be chosen "Herb of the Year."

Maddy Perron is a Master Gardener with a special interest in herbs.



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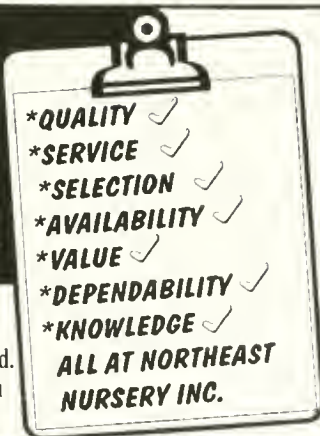
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